



June 12, 2015

**NOTICE OF PUBLIC HEARING
TO CONSIDER CONTINUATION OF THE
CALIFORNIA CITRUS NURSERY RESEARCH AND EDUCATION PROGRAM**

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (CDFA) is calling a public hearing to receive testimony and evidence from the citrus nursery industry and the general public on whether the California Citrus Nursery Research and Education Program should be continued. The Program requires CDFA to conduct such a hearing every five years to determine whether it is fulfilling the purposes of the California Marketing Act, under which the Program was created. The last public hearing regarding the continuation of the Program was conducted in 2010.

The California Citrus Nursery Research and Education Program is a State marketing order that was implemented in 2005 for the purpose of conducting research and educational activities pertinent to the citrus nursery industry in California. The Program's activities are funded by mandatory assessments upon all citrus nurseries in the state who propagate and market citrus trees.

The public hearing is scheduled as follows:

Date / Time	Location
Tuesday July 14, 2015 Beginning at 1 p.m.	Holiday Inn – Visalia Sequoia Room 9000 West Airport Drive Visalia, California 93277

HEARING PROCEDURE

All affected citrus nurseries and other interested persons are invited to participate in this hearing. At the hearing, a panel composed of CDFA staff will receive testimony and evidence, both oral and documentary, regarding the following:

1. The production, economic, and marketing conditions affecting the citrus nursery industry of this state;
2. Whether the California Nursery Research and Education Program tends to effectuate the declared purposes and attain the declared objectives of the California Marketing Act.

(Over)



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Additionally, written comments submitted to the CDFA Marketing Branch by Friday, July 10, 2015 will be accepted and entered into the hearing record. Please send all such correspondence to the attention of Joe Monson at the mailing address listed on the reverse side of this notice or by email to:

joe.monson@cdfa.ca.gov.

The hearing transcript, written comments, and evidence submitted will be considered by CDFA in determining if the California Nursery Research and Education Program will be authorized to continue. If the hearing record documents that the Program is fulfilling its declared purposes, CDFA may authorize the Program to operate for another five years without the need for an industry referendum. However, if CDFA finds from the hearing record that a substantial question exists as to whether the Program is fulfilling its declared purposes, CDFA will conduct a vote of affected citrus nurseries to determine if the Program should be continued.

HEARING PREPARATION

At the hearing, supporters of the California Nursery Research and Education Program should provide testimony that communicates why they believe the Program should be continued. Conversely, those who have concerns about the Program's continuation should provide testimony that substantiates their concerns. In preparing testimony, witnesses may wish to consider the following questions:

- Has the California citrus nursery industry benefited from the research and educational activities funded by the California Nursery Research and Education Program? If yes, please explain how. If no, please explain why not.
- What are the most significant accomplishments of the Program over the last five years?
- What problems, if any, would the industry face in the absence of a mandatory industry-funded research and education program?
- Does the general public benefit from the activities of the California Nursery Research and Education Program? If yes, please explain how. If no, please explain why not.
- Have assessment monies been spent wisely, efficiently and according to the authority granted to the Program?
- Are there ways that the Program could be improved?

If you have questions regarding this hearing or the Program, please call John Gilstrap, Manager of the California Citrus Nursery Board, at (559) 591-9005 or Joe Monson with the CDFA Marketing Branch at (916) 900-5018.

Sincerely,



Robert Maxie, Chief
Marketing Branch